Complete

DR. RAMMANOHAR LOHIA AVADH UNIVERSITY, AYODHYA

DEPARTMENT OF BUSINESS MANAGEMENT & ENTREPRENEURSHIP

NEP SYLLABUS

of

Bachelor of Business Administration

(B.B.A.)

w.e.f. Session 2023-24

(Himanshu Shekhar Singh)

14-06-23
(Prof Shailendra Kr Verma)

14.6.23

14.06.23

Dr. Rammanohar Lohia Avadh University, Ayodhya

ORDINANCE FOR COURSE OF B.B.A.

i) **Certificate in Business Administration (First Year)**

ii) **Diploma in Business Administration (Second Year)**

iii) **Degree in Business Administration (Third Year)**

1. This Degree shall be under the Faculty of Commerce & Management, Dr. Rammanohar Lohia Avadh University, Ayodhya (UP) and it shall be known as B.B.A. (Bachelor of Business Administration).
2. The course will be conducted on full time basis. The duration of full time course shall extend over three years/six semesters.
3. The Degree of the B.B.A. (Bachelor of Business Administration) of the Dr. Rammanohar Lohia Avadh University, Ayodhya (UP) shall be conferred on the candidate who have pursued the prescribed course of study for not less than six semesters extending over three academic year and have passed examinations as prescribed under the relevant scheme
4. The total number of students to the B.B.A. (Bachelor of Business Administration). course shall be restricted to 120 seats (as per University norms).
5. Qualification for admission in B.B.A. (Bachelor of Business Administration) course is Intermediate/ Higher Secondary (ie.10+2) or its equivalent examination conducted by the any Board or University incorporated by law and recognize by this University shall constitute the minimum requirements for admission.
6. The method of teaching adopted shall be a combination of Lectures, Tutorials, Practical which includes seminars, case discussion, student presentation, use of audio-visual aids, computers etc and credit shall be visualized as a component of Lecture (L), Tutorial(T) and Practical(P).

7. In each course of B.B.A. (I, II, III, IV, V& VIth semester) there will be four lectures delivered by the internal faculty on local area its aspects and its importance.
8. The classes of BBA course shall be run in the faculty of Commerce and Management under the control of Head of Department.
9. There shall be examination in each semester as per the scheme of Examination and the students shall be required to appear in every subject as specified in the course structure of each semester.
10. Each compulsory / elective paper shall be of three hours duration, the maximum marks allotted for each paper shall be following

    I. End semester examination -**75 marks**

    II. Internal assessment- **25 marks**
11. The permission to appear in semester examination shall be granted to such students only who have fulfilled the attendance requirement of 75% in each subject as per University rules.
12. There shall be summer training project report presentation and viva voce in BBA Part III (Vth Semester) of 100 marks and Comprehensive Viva-Voce in BBA Part III (VIth Semester) of 100 marks. This shall be Compulsory for all the students. Viva Voce will be conducted jointly by External and Internal Examiner and maximum of 100 Marks.
13. Internship (Summer training Project) of 6-7 week will be mandatory for each student at the end of B.B.A. IV semester and summer training project report will be submitted by the students in the final year (Vth semester).
14. Passing marks in each paper is 40% and aggregate is 50%. Back paper is allowed only in two papers in each semester.
15. The permission to appear in semester examinetion shall be granted to such candidates only who have fulfilled the attendance requirement of 75% in each paper.
16. Rest of the rules/instructions whichever is not mentioned in this ordinance will be followed as per National Education Policy-2020: Admission/ Examination Related Guideline for Graduate/ Post Graduate Courses (Dated: 23-06-2022) adopted by Dr. Rammanohar Lohia Avadh University, Ayodhya.

Dr. Rammanohar Lohia Avadh University,Ayodhya

National Education Policy-2020

Syllabus for

COURSE- B.B.A. (Dr. Rammanohar Lohia Avadh University,Ayodhya)

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
1.	I	Course/ Paper-1	A	F010101T	Business Economics	100(25+75)	3
			B		Basic Accounting	100(25+75)	3
	I	Course/ Paper-2	A	F010102T	Business Statistics	100(25+75)	3
			B		Principles of Management	100(25+75)	3
	I	Course/ Paper-3	A	F010103T	Business Ethics & Governance	100(25+75)	3
			B		Computer Applications	100(25+75)	3
	I	Co-curricular			Food, Nutrition and Hygiene	100	2
	I	Vocational				100	3
	I	Other Faculty				100	4/5/6
					Total	900	27-29
1.	II	Course/ Paper-4	A	F010201T	Organizational Behaviour	100(25+75)	3
			B		Business Finance	100(25+75)	3
	II	Course/ Paper-5	A	F010202T	Human Resource Development	100(25+75)	3
			B		Marketing Theory & Practices	100(25+75)	3
	II	Course/ Paper-6	A	F010203T	Business Mathematics	100(25+75)	3
			B		Advertising Management	100(25+75)	3
	II	Co-curricular			First Aid and Health	100	2
	II	Vocational				100	3
					Total	800	23

AFTER SUCCESSFULLY COMPLETING 1ST YEAR , CERTIFICATE COURSE IN BUSINESS ADMINISTRATION (46 CREDITS)WILL BE AWARDED

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
2	III	Course/ Paper-7	A	F010301T	Management & Cost Accounting	100(25+75)	3
			B		Business Law	100(25+75)	3
	III	Course/ Paper-8	A	F010302T	Production Management	100(25+75)	3
			B		Business Policy	100(25+75)	3
	III	Course/ Paper-9	A	F010303T	Business Communication	100(25+75)	3
			B		Business Environment	100(25+75)	3
	III	Co-curricular			Human Values and Environmental Studies	100	2
	III	Vocational				100	3
	III	Other Faculty				100	4/5/6
					Total	**900**	**27-29**
2	IV	Course/ Paper-10	A	F010401T	Supply Chain Management	100(25+75)	3
			B		Research Methodolgy	100(25+75)	3
	IV	Course/ Paper-11	A	F010402T	Specialised Accounting	100(25+75)	3
			B		Consumer Behaviour	100(25+75)	3
	IV	Course/ Paper-12	A	F010403T	Investment Analysis & Portfolio Management	100(25+75)	3
			B		Company Law	100(25+75)	3
	IV	Co-curricular			Physical Education and Yoga	100	2
	IV	Vocational				100	3
					Total	**800**	**23**

AFTER SUCCESSFULLY COMPLETING 2ND YEAR, DIPLOMA IN BUSINESS ADMINISTRATION (92 CREDITS) WILL BE AWARDED

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
3	V	Course/ Paper-13	A	F010501T	Income Tax	100(25+75)	3
			B		Marketing Communication	100(25+75)	3
	V	Course/ Paper-14	A	F010502T	Entrepreneurship & Small Business Management	100(25+75)	3
			B		Sales Management	100(25+75)	3
	V	Course/ Paper-15	A	F010503T	Industrial Relations & Labour Laws	100(25+75)	3
			B		Company Accounts	100(25+75)	3
	V	Co-curricular			Analytic Ability and Digital Awareness	100	2
	V			F010504P	Summer Training Project Report Presentation and Viva-Voce	100	3
					Total	800	23
3	VI	Course/ Paper-16	A	F010601T	Project Management	100(25+75)	3
			B		Goods & Services Tax	100(25+75)	3
	VI	Course/ Paper-17	A	F010602T	Auditing	100(25+75)	3
			B		International Trade	100(25+75)	3
	VI	Course/ Paper-18	A	F010603T	Strategic Management	100(25+75)	3
			B		Training & Development	100(25+75)	3
	VI	Co-curricular			Communication Skill and Personality Development	100	2
				F010604P	Comprehensive Viva-Voce	100	3
					Total	800	23
AFTER SUCCESSFULLY COMPLETING 3rd YEAR , BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION (132 CREDITS)WILL BE AWARDED							

- Course/ paper No-3,6,9 *and 12 of Semester-I,II,III and IV can be opt from any faculty. Not mandatory to opt from own faculty*

E = External Marks (To be given by External Examiner as proposed by Board of Studies)
I = Internal Marks (To be given by Internal Examiner of the Department/College)

BBA: First Year Course Structure

First Semester

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
1.	I	Course/ Paper-1	A	F010101T	Business Economics	100(25+75)	3
			B		Basic Accounting	100(25+75)	3
	I	Course/ Paper-2	A	F010102T	Business Statistics	100(25+75)	3
			B		Principles of Management	100(25+75)	3
	I	Course/ Paper-3	A	F010103T	Business Ethics & Governance	100(25+75)	3
			B		Computer Applications	100(25+75)	3
	I	Co-curricular			Food, Nutrition and Hygiene	100	2
	I	Vocational				100	3
	I	Other Faculty				100	4/5/6
					Total	900	27-29

Programme/Class: Degree	Year: First	Semester: First

Course/ paper-1 (A)

Course Code: F010101T	Course Title: Business Economics

Course outcomes:

The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics. The outcome of the course will be as follows –

To provide knowledge about business economics. To provide knowledge about Demand Analysis. To Determine Production and cost analysis.

To Make aware with pricing and profit management.

Credits: 3	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
I	Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.	6
II	Demand Analysis: Concept of Demand & its determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting andmethods of demand forecasting.	8
III	Production and Cost Analysis: Meaning, Production function. Law ofvariable proportion and laws of return to scale, Various cost concepts and classification. Cost output relationship in short run & longrun. Cost curves, Economics and diseconomics of scale.	7
IV	Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures-Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation	9

Suggested Readings:

1. Varsney & Maheshwari, Managerial Economics
2. Mote Paul & Gupta, Managerial Economics: Concepts & cases
3. D.N.Dwivedi, Managerial Economics
4. D.C.Huge, Managerial Economics
5. 5. Peterson & Lewis, Managerial Economics

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: ……………………………………………………………………

Further Suggestions: ………………………………………………………………………………

Programme/Class: Degree	Year: First	Semester: First

Course/ paper-1 (B)

Course Code: F010101T	Course Title: Basic Accounting

Course outcomes:

The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Accounting. The outcome of the course will be as follows –

To Introduce about Accounting Principles and other aspects of accounting. To provide knowledge about rectification of errors.

To make able about valuation of stocks. To make aware with share and Debenture.

Credits: 3	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping, Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts.	6
II	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.	10
III	Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions. Preparation of final accounts along with adjustment entries.	8
IV	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.	6

Suggested Readings:

1. Agarwal B.D., Advanced Accounting
2. Chawla & Jain, Financial Accounting
3. Chakrawarti K.S., Advanced Accounts.
4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting
5. Jain & Narang, Advanced Accounts

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: ……………………………………………………………………

Further Suggestions: ……………………………………………………………………

Programme/Class: Degree	Year: First	Semester: First
Course/ paper-2 (A)		
Course Code: F010102T	Course Title: Business Statistics	

Course outcomes:

The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows

To provide knowledge about basic concepts of Statistics. To provide knowledge measurement of central tendency. To give an overview of correlation and regression analysis. To make able to know the sampling and probability.

Credits: 3	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
I	Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.	6
II	Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis.	8
III	Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.	8
IV	Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests.	8

Suggested Readings:

1. Gupta, S.P. & Gupta, M.P., Business Statistics
2. Levin, R.I., Statistics for Management
3. Feud, J.E., Modern Elementary Statistics
4. Elhance, D.N., Fundamentals of Statistics
5. Gupta, C.B., Introduction of Statistical Methods

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

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Further Suggestions:

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Programme/Class: Degree	Year: First	Semester: First
Course/ paper-2 (B)		
Course Code: F010102T	Course Title: Principles of Management	

Course outcomes:

The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows – To provide knowledge about management and its principles.

To provide knowledge about Managerial functions.

To make aware with management thinkers and their contributions.

Credits: 3	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
I	Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. administration.	6
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its importance, forms, techniques and process.	8
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.	6
IV	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling	10

Suggested Readings:

1. Pagare Dinkar, Principles of Management
2. Prasad L.M., Principles and Practice of Management
3. Sarya Narayan and Raw VSP, Principles and Practice of Management
4. Srivastava and Chunawalla, Management Principles and Practice

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

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Further Suggestions:

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Programme/Class: Degree	Year: First	Semester: First

Course/ paper-3 (A)

Course Code: F010103T	Course Title: Business Ethics and Governance

Course outcomes:

The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics. The outcome of the course will be as follows –

To develop understanding of business ethics and values.

To provide relationship between ethics and corporate excellence.

To give an overview about Gandhian philosophy and social responsibility.

Credits: 3	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
I	Introduction: Concept and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business; Arguments against business ethics.	6
II	Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.	8
III	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.	8
IV	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.	8

Suggested Readings:

1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers.
2. Chakraborty S.K., Human values for Managers
3. McCarthy, F.J., Basic Marketing
4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

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Further Suggestions:

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Programme/Class: Degree	Year: First	Semester: First

Course/ paper-3 (B)

Course Code: F010103T	Course Title: Computer Applications

Course outcomes:

The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer Applications. The outcome of the course will be as follows –

To provide knowledge about computer and its application.

To provide knowledge about components and working on computer.

To give an overview about software system and Data base management.

Credits: 3	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
I	Computer: An Introduction, Computers in Business. Elements of Computer system, Indian computing Environment, Management of data processing systems in Business organizations, Programmes development cycle, flow charting, Input Output analysis Programming Concept, Software Development process.	8
II	Components of a computer system, Generation of computer and computer languages, personal computers in Business, PC-software Packages, An introduction to Disk, Operating system and windows, GUI, Other system softwares.	7
III	Text Processing, software, Introduction to spreadsheet software, creation of spreadsheet application, Range, formulas, function data base functions in spreadsheet, Graphics on spreadsheet, modes of data processing, Report generation, Presentation graphics, Creating a presentation.	7
IV	Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy & data file structure, Use of files in Programming. Relevance of Data base management system data base manager, data communication, networking, LAN & WAN, Real Time Sharing, On line & off line processing.	8

Suggested Readings:

1. P. K. Sinha & P.Sinha, Computer Fundamentals, BPB Publication
2. V. Rajaraman, Computer Fundamentals, PHI
3. Tannenbaum, Computer Applications and Networks
4. 'O' Brien, Management Information Systems

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

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Further Suggestions:

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BBA: First Year Course Structure

Second Semester

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
	II	Course/ Paper-4	A	F010201T	Organizational Behaviour	100(25+75)	3
			B		Business Finance	100(25+75)	3
	II	Course/ Paper-5	A	F010202T	Human Resource Development	100(25+75)	3
			B		Marketing Theory & Practices	100(25+75)	3
I.	II	Course/ Paper-6	A	F010203T	Business Mathematics	100(25+75)	3
			B		Advertising Management	100(25+75)	3
	II	Co-curricular			First Aid and Health	100	2
	II	Vocational				100	3
					Total	800	23

AFTER SUCCESSFULLY COMPLETING 1ST YEAR , CERTIFICATE COURSE IN BUSINESS ADMINISTRATION (46 CREDITS)WILL BE AWARDED

Programme/Class: Degree	Year: First	Semester: Second

Course/ paper-4 (A)

Course Code: F0102011	Course Title: Organisational Behavior

Course outcomes:

The aim of the course is to build knowledge and understanding of Organisational Behavior among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basicideas about Organisational Behavior. The outcome of the course will be as follows – To provide knowledge about Organisational Behavior.

To provide knowledge about individual and group behaviour.

To give anoverview about change in organization and QWL.

Credits: 3	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total-30
I	Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.	7
II	Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vroom's expectancy theory.	8
III	Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.	8
IV	Management of Change: Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisation, Quality of work life, Recent advances in OB.	7

Suggested Readings:

1. Bennis, W.G., Organisation Development
2. Breech Ishwar, Oragnaistion-The Framework of Management
3. Dayal, Keith, Organisational Development
4. Sharma, R.A., Organisational Theory and Behavior
5. Prasad, L.M., Organisational Behavior

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation,Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: ....

Further Suggestions:

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Programme/Class: Degree	Year: Second	Semester: Second

Course/ paper-4 (B)

Course Code: F010201T	Course Title: Business Finance

Course outcomes:

The aim of the course is to build knowledge and understanding of Business Finance among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Finance. The outcome of the course will be as follows –

To provide knowledge about business finance and investment decisions.

Toprovide knowledge about financing and dividend decision.

To give an overview about working capital.

Credits: 3	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
I	Introduction to Business Finance: Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization. Time Value of Money - Compounding & Discounting. Investment Decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications.	10
II	Financing Decision: Capitalization Concept, Basis of Capitalization, consequences and remedies of over and under capitalization, Cost of Capital, WACC, Determinants of Capital structure, Capital structure theories.	7
III	Dividend Decision: Concept & relevance of dividend decision, Dividend Models-Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy..	7
IV	Management of Working Capital: Concepts of working capital, Approaches to the financing of current Assets, Management of different components of working capital.	6

Suggested Readings:

1. Maheshwari S.N., Financial Management
2. Khan and Jain, Financial Management
3. Singh H.K., Business Finance

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

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Further Suggestions:

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Programme/Class: Degree	Year: Year: First	Semester: Second
Course/ paper-5 (A)		
Course Code: F010202T	Course Title: Human Resource Development	

Course outcomes:
The aim of the course is to build knowledge and understanding of Human Resource Development among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Human Resource Development. The outcome of the course will be as follows –
To provide knowledge about HRD concepts and other aspects. To provide knowledge about potential appraisal.
To give an overview about Job Enrichment and Quality circles. To make aware with human resource accounting.

Credits: 3	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
I	HRD: Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower. Management Development: Concept, need, management development methods.	7
II	Potential Appraisal: Concept, need, objectives, methods and Obstacles. Training: Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of Training.	7
III	Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.	10
IV	HRA: Introduction, scope, limitations, methods. Management of careers. Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.	6

Suggested Readings:

1. Dipak Kumar Bhattacharya, Human Resource Management
2. Arun Monappa, Managing Human Resource
3. P.Subba Rao, Essential of HRM and Industrial Relations
4. C.B. Memoria, Personnel Management

Suggested Continuous Evaluation Methods:
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:
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Further Suggestions:
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Programme/Class: Degree	Year: Year: First	Semester: Second

Course/ paper-5 (B)

Course Code: F010202T	Course Title: Marketing Theory and Practices

Course outcomes:

The aim of the course is to build knowledge and understanding of Marketing management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Marketing Theory and Practices. The outcome of the course will be as follows –

To provide knowledge about Marketing Theory and Practices.

To provide knowledge about market segmentation and marketing mix. To give an overview about marketing research.

Credits: 3	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
I	Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.	7
II	Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept. Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.	7
III	Marketing Mix: Product – Product Mix, New Product development, types of product, Product life cycle, Branding and packaging. Distribution – Concept, importance, different types of distribution Channels. Marketing Mix: Price – Meaning, objective, factors influencing pricing, methods of pricing Promotion – Promotional mix, tools, objectives, media selection & management	9
IV	Marketing Research- Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.	7

Suggested Readings:

1. Philip Kotlar, Marketing Mgt. (PHI)
2. Etzel, Walker, Stanton, Marketing
3. Rajan Saxena, Marketing Management

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

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Further Suggestions:

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Programme/Class: Degree	Year: Year: First	Semester: Second
Course/ paper-6 (A)		
Course Code: F010203T	Course Title: Business Mathematics	

Course outcomes:

The aim of the course is to build knowledge and understanding of Business Mathematics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Mathematics. The outcome of the course will be as follows – To provide knowledge about Mathematics and its use in business.

To make able about mathematical calculations.

To learn about the use of set theory and calculus in business.

Credits: 3	Compulsory
Max. Marks: 25+75	Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0	

Unit	Topics	No. of Lectures Total=30
I	Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business, Mathematical Induction. Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the ad-joint matrix methods & Guassian Elimination Method	9
II	Percentage, Ratio and Proportion, Average, Mathematical Series-Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest	8
III	Set theory: Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business, Permutation & Combination.	7
IV	Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems, etc.)	6

Suggested Readings:

1. Mehta & Madnani, Mathematics for Economics
2. Mongia, Mathematics for Economics
3. Zamiruddin, Business Mathematics
4. Raghavachari, Mathematics for Management

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

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Further Suggestions:

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Programme/Class: Degree	Year: Year First	Semester: Second
Course/ paper-6 (B)		
Course Code: F010203T	Course Title: Advertising Management	

Course outcomes:
The aim of the course is to build knowledge and understanding of advertisement among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about advertising Management. The outcome of the course will be as follows – To provide knowledge about advertisement and its use in business.
To make able about advertisement concept and its management.
To learn about the use of advertisement in business.

Credits: 3	Compulsory
Max. Marks: 25+75	Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0	

Unit	Topics	No. of Lectures Total=30
I	Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.	9
II	Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding-meaning, importance in advertising.	8
III	Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget- approaches allocation of budget.	7
IV	Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix. Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising.	6

Suggested Readings:

- Advertising and Promotion George E. Belch & Michael A. Belch, T.M.H.
- Advertising Management, Concept and Cases Ma. endra Mohan,TMH
- Advertising Management Rajeev Batra, PHI

Suggested Continuous Evaluation Methods:
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:
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Further Suggestions:
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